

**Perth and Kinross Council
Circular Economy Strategy
2026-2031**

**Consultation Document
Easy to Read Summary**

Perth & Kinross Council

September 2025

Welcome

Welcome to this consultation, which seeks your views on this first draft Perth and Kinross Council Circular Economy Strategy (CES).

The consultation has been drafted in response to the Scottish Government's vision to 'deliver a fully circular economy in Scotland by 2045, driven by responsible consumption, responsible production, and maximising value from waste and energy'.

Why your views matter?

Before our final strategy is developed, we want to make sure that local people, communities, businesses and stakeholders have their say.

We encourage and welcome your feedback on the key messages summarised here. You can have your say by answering the questions laid out within the text or by directly emailing your views to ClimateChange@pkc.gov.uk or post to: Climate Change Team, 35 Kinnoull St, Perth PH1 5GD.

Where can I access associated documents?

The most relevant associated documents are available for review on the PKC's Consultation Hub.

For details on the latest updates on the CES consultation process, please visit our Facebook and Twitter pages:

- Facebook: Perth and Kinross Council
- Twitter: @PerthandKinross

Structure of the Consultation

Glossary

1. Introduction
2. How will the Strategy be delivered?
3. What action will be taken?

Glossary

CES (Circular Economy Strategy) - This document which presents the Council's strategic approach to circular economy

Passivhaus - The Passivhaus Standard is a way of designing buildings to use very little energy for heating or cooling. Passivhaus helps to both reduce operational resource need and promote durability of design. More widely the design specifications, repairability, maintenance and longevity of materials are all important considerations.

pEPR (Planned Extended Producer Responsibility) A policy approach where producers are given significant responsibility—financial and/or physical—for the treatment or disposal of post-consumer products, especially packaging. The Council currently receives an annual sum for dealing with packaging not handled by the producers.

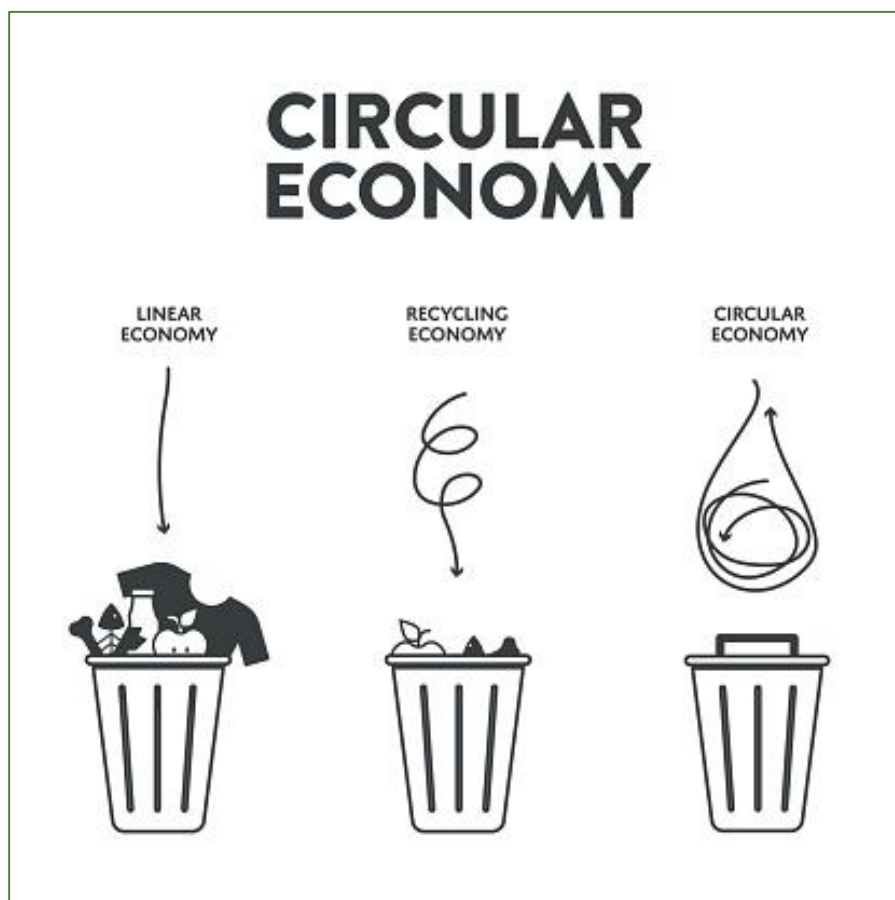
1. Introduction

What is a Circular Economy?

We are using more and more raw materials from the earth to make things that we may only use once before throwing it away. This approach, known as the Linear Economy, impacts our environment, personal health, overall economy and our wallets.

A circular economy approach offers us an alternative by looking at our behaviour in relation to materials and products we use. It reduces the need to buy and consume more things by finding ways to keep existing materials and products in use for as long as possible. This also helps to minimise waste.

Figure 1. Linear Economy vs Circular Economy



Why shift towards a Circular Economy?

- Each person in Scotland uses about 8 tonnes of materials per year — more than twice the sustainable limit.
- In 2022, only 1.3% of the resources used in Scotland were cycled back into the economy, with over 98% of Scotland's material use coming from new (virgin) resources.
- 80% of Scotland's carbon footprint comes from making, using, and throwing away products
- Over 85% of product related impacts come from manufacture and transportation
- People in the UK have \$1.6 billion worth of unworn clothes in their wardrobes — that's 1 in 4 items not being used. Textiles are the most damaging type of waste thrown away by households in Scotland – accounting for nearly a third of all household waste carbon footprints.
- Scottish households waste food worth £440 per year on average.
- The circular economy has the potential to create over 500,000 new jobs across the UK.

What behaviours do we need to change?

For existing products

- Avoiding single-use items (such as disposable cups or plastic bags) and choosing reusable or refillable products.
 - Fixing broken items instead of throwing them away
 - Donating or selling things you no longer need.
 - Buying second-hand when possible
 - Using sharing schemes (e.g. tool libraries, car clubs).
 - Borrowing instead of buying when you only need something short-term
 - Recycling and sorting household and business waste correctly
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For new products

- Supporting products made from recycled materials, and that are durable, repairable and designed to last (easy to repair)
- Avoiding over-packaged goods and supporting businesses that offer reduced and/or sustainable packaging
- Considering the full life of a product before buying
- Supporting circular design and innovation.

Working together for a Circular Economy

Consumers and society have a huge role to play in the move towards a circular economy by adopting these behaviours. Although many people are becoming more aware of how they consume things and are trying to choose more sustainably options, choices are still often unavailable.

Local businesses and industries have a large part to play in adopting circular business models that offer a wider choice to the consumer – for example, offering products as a service through leasing or subscription schemes, promoting sharing platforms to reuse and share existing products, or take-back programs to encourage the of return products for refurbishing and recycling.

A successful circular economy can only be achieved by working across all sectors of society – including the Council, individuals and communities, businesses and industries.

Why do we need a Circular Economy Strategy?

Our existing Waste Management Plan is due to finish by the end of 2025. The plan has led to many improvements in managing and recycling waste across Perth and Kinross over the last 15 years - including improved recycling rates and reduced levels of non-recycled waste.

However, certain waste areas – such as food, textile and construction waste - still have a long way to go. With this in mind, and the national focus on circularity of waste, a Circular Economy Strategy for Perth and Kinross offers the opportunity to combine established recycling practices with action that rethinks the way we produce, use and consume things.

This strategy will provide a framework for communities, individuals and businesses to use new technology, new ideas and new skills to make the changes we need, in the way we live and work.

2. How will the Strategy be delivered?

Our Vision for a Circular Economy

In Perth and Kinross, we aim to build communities where everyone understands how to use resources responsibly and reduce waste. We take pride in making thoughtful choices that support the environment and improve our quality of life, by protecting nature, growing the economy, creating jobs, and strengthening our communities. Together, we are working toward a greener and more sustainable future.

Consultation question 1

Do you agree with our vision for a Circular Economy? If not, what would you change?

Priorities for the Strategy

To help us reach our vision and goals, we are focusing on four main priorities in our Circular Economy Strategy for Perth and Kinross. These priorities will guide our actions and help us make real progress.

Priority 1. Reduce and Reuse

- Work with our residents and businesses to change patterns of production, consumption and disposal

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- Improve circularity of the Tayside Food System to promote local, healthy eating and reduce food waste and food poverty
 - Reduce textile waste
 - Ensure Council services, including schools, model best practice to lead by example

Priority 2. Modernise Recycling

- Modernise household recycling and reuse services to maximise performance and meet evolving needs
- Support businesses and commercial premises to reduce waste and maximise recycling

Priority 3. Decarbonise Disposal

- Understand the best environmental outcomes for specific wastes
- Ensure there is an appropriate capacity to manage waste
- Improve environmental outcomes for waste through innovation
- Support the incentivisation of decarbonising waste

Priority 4. Strengthening the Circular Economy

- Set the strategic direction and act as a regional catalyst for change
- Grow the enabling environment to support and attract circular businesses
- Encourage circular construction practices
- Coordinate action across cross-cutting areas and robustly monitor, evaluate and report progress

Consultation question 2

Do you think the four strategic priorities are the right topics to focus on for this Strategy? If not, what would you change?

Delivery Areas for the Strategy

To make the Circular Economy Strategy work, the Council has chosen four key areas where it can lead or influence. These areas will work together to take action and support the four main priorities in different ways to help make real changes in how we live, work, and manage waste.

Area 1. Waste and Recycling Operations

This includes waste services the Council runs or contracts out, like household and business bin collections, recycling centres and reuse facilities.

Area 2. Council Services

This covers different parts of the Council, such as buying goods (procurement), community food growing, energy and buildings, roads, schools, and healthcare services

Area 3. Consumers and Society

This looks at how people and communities use products and services in their daily lives - it includes areas like food, housing, transport, healthcare, and communication.

Area 4. Business and Industry

















This focuses on local businesses in areas like energy, farming, water, waste, tourism, and hospitality.




Consultation question 3

Do you think the four delivery areas will help take the right action to meet the main priorities in the Strategy? If not, what would you change?

In many cases the delivery areas will work with and across each other to deliver action with varying levels of impact (Figure 2.).

Figure 2. Delivery Area level of impact on Strategic Priorities

	Waste and Recycling Operations	Council Services	Consumers and Society	Business and Industry
Reduce and reuse				
Modernise recycling				
Decarbonise disposal				
Strengthen the circular economy				

 High impact
  Some impact
  Minimal or no impact

Delivery Area 1 – Consumers and Society

This area looks at how people and communities use products and services in their daily lives - it includes areas like food, housing, transport, healthcare, and communication.

What are the challenges for Consumers and Society?

- **Food poverty and food waste** – there is lots of great community-led work, but food waste and food poverty are still big problems.
- **Unsustainable behaviours** – fast fashion is one example of how we buy and throw away too much. These habits are now commonplace and greener options are often hard to find or afford.
- **Recycling education** - many people do not know how useful some materials can be if reused and there is confusion about where recycling and waste ends up. New residents are often confused about what to do with waste.
- **Fly-Tipping** - illegal dumping of waste is a growing problem in Perth and Kinross.

What are the opportunities for Consumers and Society?

- **Existing community networks** - there is a strong network of community reuse organisations, now working together through Climate Connect to take action for nature, food, energy, transport and zero waste as well as the local Climate Café Network.
- **Communications and engagement** – encouraging people participate in initiatives and events that promote second hand purchasing and repair e.g. Share Repair Aware Week

- **Community awareness and willingness** - many people in the community want to make sustainable choices, especially when it is affordable and easy to do. The market for preloved clothing is growing and there is increasing awareness of the inequality/human rights issues associated with 'disposable' clothing.

Consultation question 4

Do you think we have included all the main Consumer and Society challenges and opportunities that come with moving towards a circular economy? Are there any other challenges and/or opportunities that you think we should look at?

Delivery Area 2 – Business and Industry

This area focuses on working together to support and attract circular businesses, with additional focus on construction, tourism and hospitality.

What are the challenges for Business and Industry?

- **Understanding** - many businesses don't fully understand what a circular economy means or how it could benefit them.
- **Resources and Support** - most local businesses are small and do not have extra staff or time to explore new ideas. It's also hard for them to access money to try new products or processes.
- **Food and hospitality** - not everyone knows about food sharing and redistribution systems. Strict rules about food dates can stop good food from being shared in time.
- **Construction** - there are few rewards for builders to repair or reuse buildings instead of knocking them down. New buildings and houses are rarely designed to be taken apart and reused later.

What are the opportunities for Business and Industry?

- **Established partnership working** - there are solid relationships with experts in the circular economy. Projects and locations already show how circular economy principles work in real life. These can help attract more businesses and investment.
- **Agri-sector engagement** - long-standing ties with James Hutton Institute and other agricultural leaders can be used to get more farmers and agri-businesses involved. The Good Food Nation development is another new engagement route
- **Local best practice** - Perth and Kinross has many great examples to learn from – including manufacturers, food redistribution agencies, and recycling initiatives.

- **Study Insights** – a recent study highlights opportunities that could be applied across Perth and Kinross, for example in using leftover fruit and potato waste, making starch from by-products, recovering and reusing plastics, reducing food waste across the supply chain, and improving sustainability in construction and buildings.
- **Perth and Kinross Landing Strip** – an online space created by the Council to support ideas around circular materials, remanufacturing, reuse and repurposing, green farming and food production.

Consultation question 5

Do you think we have included all the main Business and Industry challenges and opportunities that come with moving towards a circular economy? Are there any other challenges and/or opportunities that you think we should look at?

Delivery Area 3 – Waste and Recycling Operations

Waste and Recycling Operations includes services provided by the Council directly, such as household and business waste and recycling collections and reuse facilities; and those we contract to other service providers, particularly in the recycling and waste processing sector.

What are the challenges for Waste and Recycling Operations?

- **Investment** - big recycling and reuse projects need lots of money and space to get started. Uncertainties in new laws and policies coming in the next 1–3 years make it harder to plan ahead and invest with confidence and the Council has limited funds to invest in large projects.
- **Competition among reuse organisations** - even though reuse groups work well together, they still have to compete for materials to reuse and funding to run their projects, which can make it harder for them to grow and succeed.
- **Waste awareness and engagement** – there are variable levels of engagement with recycling services, particularly for food waste. We could recycle more items but not everybody follows recycling rules and a study of our recycling bins shows they are often contaminated with the wrong items. Fly-tipping (illegal dumping) is increasing.
- **Procurement Obstacles** - tendering on price alone can make it difficult to secure local suppliers.

- **Recycling and waste management** - bin systems inside buildings can be inconsistent, and some plastics are hard to recycle.

What are the opportunities for Waste and Recycling Operations?

- **Smart technology** can improve services like bin collections, giving live updates to households and businesses and showing when bins are contaminated (wrong items inside).
- **New technology and processes** – can support new tools that can turn hard-to-recycle plastics into useful materials. This helps cut down on burning waste and creates value.
- **Promoting the waste hierarchy** - acting early to avoid waste in the first place and focusing on reducing plastic waste before it becomes rubbish.
- **Extended Producer Responsibility for Packaging (pEPR funding)** - this funding will help improve recycling services and make needed upgrades.
- **Deposit Return Scheme** – has the potential to improve the quality and value of materials being recycled, increase recycling rates and reduce roadside litter.

Consultation question 6

Do you think we have included all the main Waste and Recycling Operations challenges and opportunities that come with moving towards a circular economy? Are there any other challenges and/or opportunities that you think we should look at?

Delivery Area 4 – Council Services

Council services have a major role in facilitating and promoting a shift to a circular economy. This area covers different parts of the Council, such as buying goods (procurement), community food growing, energy and buildings, roads, schools, and healthcare services.

What are the challenges for Council Services?

- **Skills and Knowledge** - Some Council teams do not fully understand circular economy ideas or how they can help. Many also lack technical knowledge and industry contacts to spot opportunities.

- **Material Data Gaps** - The Council does not have a clear picture of how much material it uses or throws away or the potential for transfer between teams
- **Storage Problems** - The Council does not have big enough storage spaces or the right licences to hold items like soil, furniture, or asphalt between uses. It is also uncertain who is responsible (Council or partner organisations) for keeping stored materials safe and in good condition.
- **Financial Pressures** - Budgets are tight, so individual service teams often need to choose cheaper items that do not last long, instead of better-quality items that cost more.
- **Need for Clear Guidance** - there is no detailed guidance to help Council service teams buy sustainably or avoid single-use items, especially in construction projects.

What are the opportunities for Council Services?

- **Sustainable Procurement**

With the Council's new Sustainable Procurement Policy, there are opportunities to drive change through Contracts - for example, including the impact of transport **emissions** in waste contracts can help reduce emissions, making locally base suppliers more appealing.

- **Good Food Nation** – a Good Food Strategy and Action Plan will be created by 2026.
bringing together different food-related projects and partnerships.
- **Sharing Good Practice** - the Council can lead by example in choosing greener options in construction contracts, and this can help influence industry by sharing what works well.
- **Cost Savings** – saving money through sharing, reusing, and redistributing materials can help save money.

Consultation question 7

Do you think we have included all the main challenges and opportunities for Council Services that come with moving towards a circular economy? Are there any other challenges and/or opportunities that you think we should look at?

3. What action will be taken?

A Draft Circular Economy Strategy (CES) Delivery Plan has been developed, focusing on the four key delivery areas mentioned earlier. It includes actions for:

- Short term (within 1 year)
- Medium term (2–3 years)
- Long term (4+ years)

Draft actions to help deliver the CES have been developed based on the opportunities and challenges shared earlier. Your feedback from this consultation will help shape and improve the final actions. The suggested areas of action are listed below.

Action for Consumers and Society -

These actions have been suggested to help deliver the priorities of the Circular Economy Strategy.

Awareness raising and engagement

- Develop a Textiles campaign to reduce consumption, reuse and repair of textiles and recycle correctly at end-of-life
 - Develop campaigns to promote sustainable clothing choices
 - Develop a Good Food Partnership and prepare a Good Food Strategy & Action Plan for Perth & Kinross
 - Develop a Food Waste awareness campaign to show the financial and carbon value of food
 - Deliver fly-tipping communications campaign to reduce the number of fly-tipping incidents and raise awareness with householders of their legal Duty of Care obligations.
 - Promote special uplifts and other support mechanisms to residents and businesses
 - Provide new residents with a PKC welcome pack via estate agents/landlords, Council Tax etc. which includes information on bins and recycle/reuse
 - Increase video and social media communications to better connect with the public - for example to demonstrate where their waste and recycling goes, improve understanding of the fees/costs of processing waste, the risks of fire from batteries etc.
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Develop new tools and services

- Invest in a digital reuse platform to link businesses / public sector / third sector / reuse organisations to share unwanted items and monitor associated carbon saving
- Explore development of an AI powered app to assist people to know what bin to put materials into

Consultation question 8

Do you feel these actions are the right ones to help drive improvement with consumers and society and in Perth and Kinross? If not, do you have any other ideas for action?

Action for Business and Industry

These actions have been suggested to help deliver all priorities of the Circular Economy Strategy which focuses on making recycling easier and reducing waste for households and businesses.

Knowledge and innovation

- Work with the Resources Management Association (RMAS) to decarbonise the sector and liaise with the Business & Industry Group
- Establish a Stakeholder Advisory Group to review & develop the Waste & Circular Economy Action Plan
- Work with and influence businesses to highlight benefits, cost savings, new income streams and promote and reward 'green' credentials

Projects and investment

- Invest in a digital reuse platform to link businesses / public sector / third sector / reuse organisations to share unwanted items and monitor associated carbon saving
 - Encourage the effective collection of consumable surplus food from all stages in the supply chain, from farms to retail, and redistribute it to community food organisations while working to raise the nutritional standards of the food being offered
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- Support the development of Project beacon – a Tay Cities Deal project aimed at removing hydrocarbons from residual and recycling waste streams.
- Undertake a Perth & Kinross Circular Scan to establish a baseline for the Circular Economy Route Map
- Develop and launch the Circular Economy Landing Strip/ Clean Growth Axis – a platform and support system integrating PKC, relevant statutory bodies, funding organisations, and private sector to drive large scale circular economy projects into Perth and Kinross

Consultation question 9

Do you feel these actions are the right ones to help businesses improve recycling and adopt the circular economy and Kinross? If not, do you have any other ideas for action?

Action for Waste and Recycling Operations

These actions have been suggested to help deliver the priorities of the Circular Economy Strategy, which focuses on **improving how we deal with waste and using new ideas to protect the environment from waste:**

Knowledge and innovation

- Develop baseline data of knowledge, participation and barriers to reducing food waste
- Prepare for forthcoming legislative and policy changes by engaging in research, consultations and co-creation workshops for the following:
- Engage in the nation rollout of digital waste tracking in preparation for legislative compliance in October 2026
- Continue and enhance partnership working with reuse organisations, and map Perth and Kinross Reuse Network activities to support information sharing network across the sector

Projects and investment

- Asset Management Review of Waste & Recycling Infrastructure - to establish investment requirements to support a sustainable (monetary & carbon) operational asset base in line with the approach set out in the Councils approved Property Asset Management Strategy

- Invest pEPR funding in a range of improvement actions including improved infrastructure, frequency of service, education and behaviour change campaigns, support for community reuse organisations and improving data flow and business insights.
- Waste and recycling Code of Practice - including: Organic waste (food and green waste), Deposit Return System, Regional hubs and/or networks for construction material reuse, Emissions Trading Scheme
- Roll out more food waste hubs, as part of the Food Waste Action Plan

Consultation question 10

Do you feel these actions are the right ones to help decarbonise waste and recycling operations in Perth and Kinross? If not, do you have any other ideas for action?

Action for Council Services

These actions have been suggested to help deliver the priorities of the Circular Economy Strategy, which focuses on awareness raising, education and innovation.

Awareness raising and education

- Development and implementation of a Resource Management Plan for Education & Children's Services to improve the reduction and recycling of waste, energy efficiency and environmental messaging within schools
- Promote learning for sustainability and create fun/challenging STEM subject initiatives to encourage young people to improve school recycling

Knowledge and innovation

- Commission a circular scan of PKC activities to identify opportunities for impactful circular solutions
- Review PKC procurement processes to embed circular economy principles to reduce consumption of products and materials, for example reducing single use items and specifying sustainable construction criteria
- Develop category strategies for high emission categories that consider climate change
- Develop standard specifications and tender questions for climate change and circular economy

Projects and investment

- Develop a digital platform to highlight resources that can be shared or reused across Council services
- Investigate potential for using regraded old, crushed stone – begin discussions with SEPA for potential storage licensing solutions
- Explore the creation of a goods depot for use by different PKC projects - could this be an initial employment opportunity for upskilling (Castle Huntly)
- Promote learning for sustainability and create fun/challenging STEM subject initiatives to encourage young people to improve school recycling.

Consultation question 11

Do you feel these actions are the right ones to help adoption of the circular economy by Perth and Kinross Council Services? If not, do you have any other ideas for action?

Consultation question 12

Do you have any examples of good practice circular economy case studies you would like to share? Please provide full details here.

We invite you to respond to this consultation and let us know your feedback.